

# Author-subject index

Fall 1976, No. 1  
Winter, 1977, No. 2  
Spring, 1977, No. 3  
Summer, 1977, No. 4

## Volume 2

### Author Index

Banach, William J., "You can pass that next financial issue - with proper planning," No. 3, p. 4.  
Baughman, M. Dale, "A garage sale of titles," No. 3, p. 32  
Baumberger, Martha K., "Win support for your communication program from your board of education," No. 3, p. 15.  
Black, James R., "Mini-tips from the field," No. 4, p. 21.  
Clement, Shirley M., "Take the first step to better press relations," No. 1, p. 24.  
Franks, Cass, "You can pass that next financial issue - with proper planning," No. 3, p. 4.  
Frenzel, Mary Ann, "The printed word and research - how to increase readership," No. 1, p. 4.  
Goble, Nick, "Effective communication and efficient management go hand-in-hand," No. 2, p. 24.  
Griffin, Maurice F., "One way to avoid misquotes - write your own column," No. 1, p. 27.  
Griesing, Jill, "The internship program works in Omaha," No. 4, p. 24.  
Guthrie, Larry, "Communicate creatively!" No. 2, p. 30.  
Harrison, Charles H., "EWA - the association for education writers," No. 4, p. 24.  
Holliday, Albert E., "Details regarding the 2nd annual JEC Communications Excellence Competition," No. 3, p. 18; "EDPRESS - a look at North America's Educational Press Association," No. 1, p. 9; "Effective communication and efficient management go hand-in-hand," No. 2, p. 24; "Make parliamentary law work for your board," No. 4, p. 21; "New ed-

ucational television series, STUDIO SEE, debuts," No. 2, p. 4; "An 'open market' editor shares secrets of success," No. 1, p. 14; "Recycling the schoolhouse - options and opportunities," No. 3, p. 26; "Student internship, without the usual trial and error," No. 4, p. 4; "1976 winners of the International Communication competition," No. 1, p. 28.  
Johnson, Gilbert H., "Mini-tips from the field," No. 4, p. 21.  
Lowe, George E., "Mini-tips from the field," No. 4, p. 21.  
Lutz, Barry, "You are doing a great job, or are you?," No. 2, p. 9.  
Mallory, Arthur, "Open doors to parent involvement," No. 2, p. 28.  
Mansfield, Steve, "Mini-tips from the field," No. 4, p. 21.  
Ondrasik, Barbara P., "Get good vibes from a versatile house organ," No. 2, p. 12.  
Pearsall, George, "Education in the post-industrial society," No. 2, p. 22.  
Richmond, Joan B., "Mini-tips from the field," No. 4, p. 21.  
Robinson, Thomas J., "Reviews of new books," No. 1, p. 37; No. 2, p. 33; No. 3, p. 34; No. 4, p. 34.  
Sabin, William A., "The comma trauma," No. 1, p. 16.  
Van Asselt, Karl, "Does time manage you or do you manage time?," No. 3, p. 20.  
Walker, John E., "Community schools offer many benefits," No. 4, p. 12.  
Waters, E.K., "Communicating with minority publics takes extra effort," No. 4, p. 14.  
Weissfeld, Thelma Roth, "mini-tips from the field," No. 4, p. 21.  
Wendel, Frederick C., "The communication grapevine," No. 2, p. 6.  
Young, Reginal, "Communicating with minority publics takes extra effort," No. 4, p. 14.

## Book reviews

101 Activities for Building More Effective School-Community Involvement, No. 2, p. 34; *The Banach-Barkelaw Brainstorming Book*, No. 2, p. 33; *Budget/Finance Campaigns: You Can't Afford to Lose*, No. 4, p. 34; *Communication Education for Careers*, No. 2, p. 35; *Community Involvement in Educational Governance*, No. 1, p. 38; *A Creative Look at Film Arts*, No. 2, p. 33; *A Family Affair: Education*, No. 4, p. 35; *Getting Started . . . in Journalism*, No. 2, p. 33; *How to Communicate Better with Workers: The Open Door to Employee Cooperation*, No. 4, p. 35; *Language and Sex: Differences and Dominance*, No. 1, p. 38; *Lollipop Trees and Rectangle Sidewalks: A Creative Writing Book*, No. 2, p. 33; *Mass Media: Our Moving Fingers*, No. 2, p. 33; *Parents, Unite! The Complete Guide for Shaking up Your School*, No. 2, p. 34; *Public Relations: A Guide for School Counselors*, No. 1, p. 37; *Public Relations for Community Colleges*, No. 1, p. 37; *Public Relations Guide*, No. 3, p. 34; *Releasing Test Scores: Educational Assessment Programs, How to Tell the Public*, No. 2, p. 35; *The School Budget Is Your Business: A Handbook for Citizens*, No. 3, p. 35; *Science Fiction: The Classroom in Orbit*, No. 2, p. 33; *Simple and Direct: A Rhetoric for Writers*, No. 4, p. 34; *Speak for Your Life and Leisure*, No. 2, p. 33; *Uncovering Up: A Guide to Excellence in Public School Relations*, No. 2, p. 34; *400+ Ways to Save Money in Your Schools*, No. 3, p. 35; by Thomas E. Robinson.

## Subject Index

### Audio-Visuals (TV, Radio, Telephone, Slide-Tapes):

"New educational television series, STUDIO SEE, debuts," Albert E. Holliday, No. 2, p. 4

### Communication Processes

"Communicate creatively!," Larry Guthrie, No. 2, p. 30.  
 "Communicating with minority publics takes extra effort," E.K. Waters and Reginald Young, No. 4, p. 14.  
 "The communication grapevine," Frederick C. Wendel, No. 2, p. 6.  
 "Make parliamentary law work for your board," Albert E. Holliday, No. 4, p. 21.  
 "Mini-tips from the field," James R. Black, Gilbert H. Johnson, George E. Lowe, Steve Mansfield, Joan B. Richmond and Thelma Roth Weissfeld.

### Competition

"1976 Winners of the Internal Communication competition," Albert E. Holliday, No. 1, p. 28.  
 "Details regarding the 2nd annual JEC Communications Excellence Competition," Albert E. Holliday, No. 3, p. 18.

### Evaluation

"You are doing a great job, or are you?," Barry Lutz, No. 2, p. 9.

### Facilities

"Recycling the schoolhouse - options and opportunities," Albert E. Holliday, No. 2, p. 3.

### Involvement

"A guide to improving school lunch programs while promoting student and parent involvement," No. 4, p. 17.  
 "Community schools offer many benefits," John E. Walker, No. 4, p. 12.  
 "Open doors to parent involvement," Arthur Mallory, No. 2, p. 28.

"Internship program works in Omaha," Jill Griesing, No. 4, p. 8.  
 "Student internships, without the usual trial and error," Albert E. Holliday, No. 4, p. 4.

### Planning

"Education in the post-industrial society," George Pearsall, No. 2, p. 22.  
 "Effective communication and efficient management go hand-in-hand," Nick Goble and Albert E. Holliday, No. 2, p. 24.  
 "Does time manage you or do you manage time?," Karl Van Asselt, No. 3, p. 20.  
 "A garage sale of titles," M. Dale Baughman, No. 3, p. 32.  
 "You can pass that next financial issue - with proper planning," William J. Banach and Cass Franks, No. 3, p. 4.  
 "Win support for your communication program from your board of education," Martha K. Baumberger, No. 3, p. 15.

### News Media

"One way to avoid misquotes - write your own column," Maurice G. Griffith, No. 1, p. 27.  
 "Take the first step to better press relations," Shirley M. Clement, No. 1, p. 24.

### Publications

"The comma trauma," William A. Sabbin, No. 1, p. 16.  
 "EDPRESS - a look at North America's Educational Press Association," Albert E. Holliday, No. 1, p. 9.  
 "EWA - the association for education writers," Albert E. Holliday, No. 4, p. 24.  
 "Get good vibes from a versatile house organ," Barbara P. Ondrasik, No. 2, p. 12.  
 "An 'open-market' editor shares secrets of success," Albert E. Holliday, No. 1, p. 14.  
 "The printed word and research - how to increase readership," Mary Ann Frenzel, No. 1, p. 4.

